SLEEP CENTERS and DME COLLABORATION

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OBJECTIVES

- Shared goals
- Clear vision of your sleep program
- Clear expectations of DME providers
- Our model
- Interdisciplinary Approach
The sooner a patient starts on PAP following their PSG, the more likely they are to adapt and have success....

....good compliance and good outcome
THE BIG PICTURE = EXCEPTIONAL PATIENT CARE

- Good compliance =
- Minimizing co-morbid conditions =
- Decreased hospitalizations =
- Increased patient revenue??????
GOALS

SLEEP CENTER
- Customer service
- Customer support
- Business/Profitability
- Timely care and results
- Good outcomes

DME
- Customer service
- Customer support
- Business/Profitability
- Timeliness
- Good outcomes
So Why?

So often . . . . Sleep Center vs DME

With the patient stuck in the middle
To be successful – regardless of what your job is within a profession – you need to know how to build and maintain relationships!

Too often we get caught up in the details of our own “business” - we forget how critical it is to be attentive to relationships.

Without strong relationships, it is impossible to maximize your success.
It is no different for the “players” in the sleep profession.

When we focus on our own processes and ignore the needs of other entities that provide services to our patients . . . .

. . . . It should not be a surprise that our patients are the ones that are hurt.
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DME
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- Timeliness
- Good outcomes
CUSTOMER SERVICE

- Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.

- Customer service plays an important role in an organization's ability to generate income and revenue.
CUSTOMER SUPPORT

- Assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, troubleshooting, maintenance, and upgrading a product.

- The path to successful products depends on having a team that completely understands the ins and outs - and features and benefits of that product.
The success of a small business depends on its ability to continually earn profits.

A business does not have to make a profit if the business owner does not mind operating the business with funds from other sources and losing money on it over the course of time.
TIMELY SERVICE

- The actual time frame in which you must respond to keep customers happy varies by format and other factors.
- This includes establishing standards, training and motivating employees to reach that level of performance.
- First impressions are typically determined by how the business approaches its customer service. When a customer walks into a retail business just about anywhere in the world, that customer expects prompt and personal service.
GOOD OUTCOMES

- Measuring tangible events experienced by the patient. It should incorporate the broader definition of health and include how a patient feels, as well as their awareness of risk factors.

- Measuring patient outcomes related to the intervention as experienced by the patient to assess quality of care
Where do you start?
CLEAR VISION and EXPECTATIONS OF YOUR PROGRAM

- Improve patient’s lives! Let everyone know that patient’s are your first priority!

- Engage in open discussion with DME(s) - understand that a DME is insurance driven and can only provide services within Medicare and insurance guidelines

- Develop a way to get the DME **ALL** the information needed for patient set-up as soon as possible following the PSG
CLEAR EXPECTATIONS OF DME

- Clear expectations
- Understand the challenges
- Clear communication
- Be honest
- Don’t bargain
- Set the bar and stay with it
INTER-DISCIPLINARY APPROACH

- Patient
- Physician
- Nurse
- Clinical Sleep Educator
- Technologist
- DME provider
OUR PROGRAM – A WORKS IN PROGRESS

- Referral to sleep physician for consult – no direct referrals
- Schedule in-house PSG or portable monitoring as appropriate
- Prior authorization
  - Insurance verification for PSG and DME (if possible)
Sleep study performed

- Clearly defined standard work related to responsibility of night staff, morning staff transition and patient handoff - **pivotal to success**
  - Day technologist to finish report - and scoring if needed
  - CSE to meet with patient to triage order of physician review and begin discussion with patient about PAP, review list of DME providers
CSE and physician review of study/results
- prescription if appropriate

CSE conferences with patient and provides preliminary results; assures appropriate follow-up is in place

- Preliminary results includes discussion of impact of sleep apnea on health and the importance of therapy
  - Related to the patient’s symptoms/conditions
  - Discussion of prescription
  - Follow-up appointment confirmed/adjusted
- Patient chooses DME provider from list provided

- Patient set up on PAP same morning or leaves with an appointment to a DME whenever possible

- Our staff (CSE or day technologist) makes appointment with DME of choice

- Our staff (CSE or day technologist) verifies or modifies that physician follow-up meets appropriate timeline
MULTIPLE LEARNING OPPORTUNITIES FOR THE PATIENT EARLY . . .

. . . and all along the way

- Physician
- Nurse
- CSE
- Technologist
- DME provider
OUR OUTCOMES

- We now have 3 local DME providers that will typically set up patients following PSG
- About 65 – 75% of our patients needing CPAP get set up on CPAP the morning following their sleep study
- Preliminary results indicate that early intervention and systematic coaching from our CSE have resulted in significantly higher compliance
- The “one-stop-shopping” is a significant patient satisfier
INTERVIEWS WITH DMEs

- Patient satisfaction
- Collaborative care
- Revenue
IN SUMMARY

- Communicate clear expectations to DME
- Share the why
- Encourage partnership
- Acknowledge challenges specific to DME providers
- Ask what you can do to help them . . . .

... help your patients!
References

- Woidtke, Robyn, Adult Obstructive Sleep Apnea: Taking a Patient Centered Approach, July 2013
- Canadian Respiratory Journal, Oct 2008